



LONGER LIFE! MORE ECONOMICAL!

GENUINE ELEPHANT saves you up to four cents per pound over most other so-called pure white leads, depending on the price range in effect at time of purchase, but at any time pound for pound you will find Elephant worth several cents per pound more economical to use, because it will take up to 20 per cent. more reduction with linseed oil or turpentine.

As for quality, all you have to do is to compare Elephant Genuine Pure White Lead side by side with any other White Lead. You will at once see its greater superiority in snowy whiteness, extreme fineness of texture, greater ease in breaking up, no rusting of metal containers, freedom from lumps or hardening in package, and the beautiful smooth surface it gives, thus assuring the maximum freedom from brush marks or laps and long life.

*Genuine Elephant is more economical at any price
and far superior.*

ELEPHANT BRAND

A PEEP INTO THE FAMOUS ELEPHANT WHITE LEAD PLANT



FOLLOWING are a few actual photographs that will give you a little insight into the special methods used in the manufacture of that Premier of all Paint Pigments, "Genuine Elephant Pure White Lead."



ELEPHANT WHITE LEAD PLANT

MELTING PIG LEAD



EXTRA refined pig lead is melted in this furnace and then the molten lead is drawn through a specially constructed valve where a jet of steam meets it at the outlet and blows the molten lead into extremely fine particles.

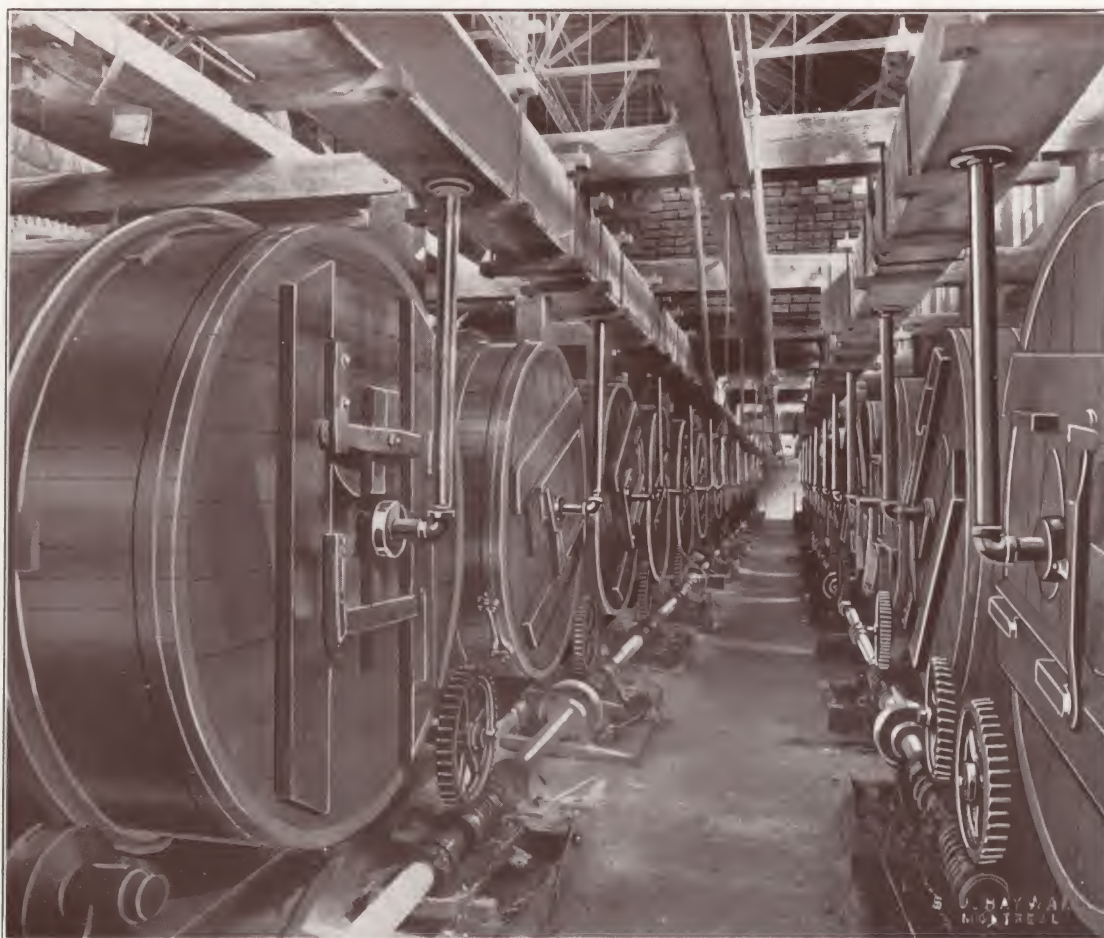


MELTING PIG LEAD

CORRODING GENUINE ELEPHANT WHITE LEAD



THE FINELY powdered lead is put into the large revolving wooden cylinders, a section of which you see below. These cylinders revolve continuously day and night while carbon dioxide gas and acetic acid is introduced regularly for a period of twelve days or as long as is necessary to bring about complete and perfect corrosion into the Pure White Lead.

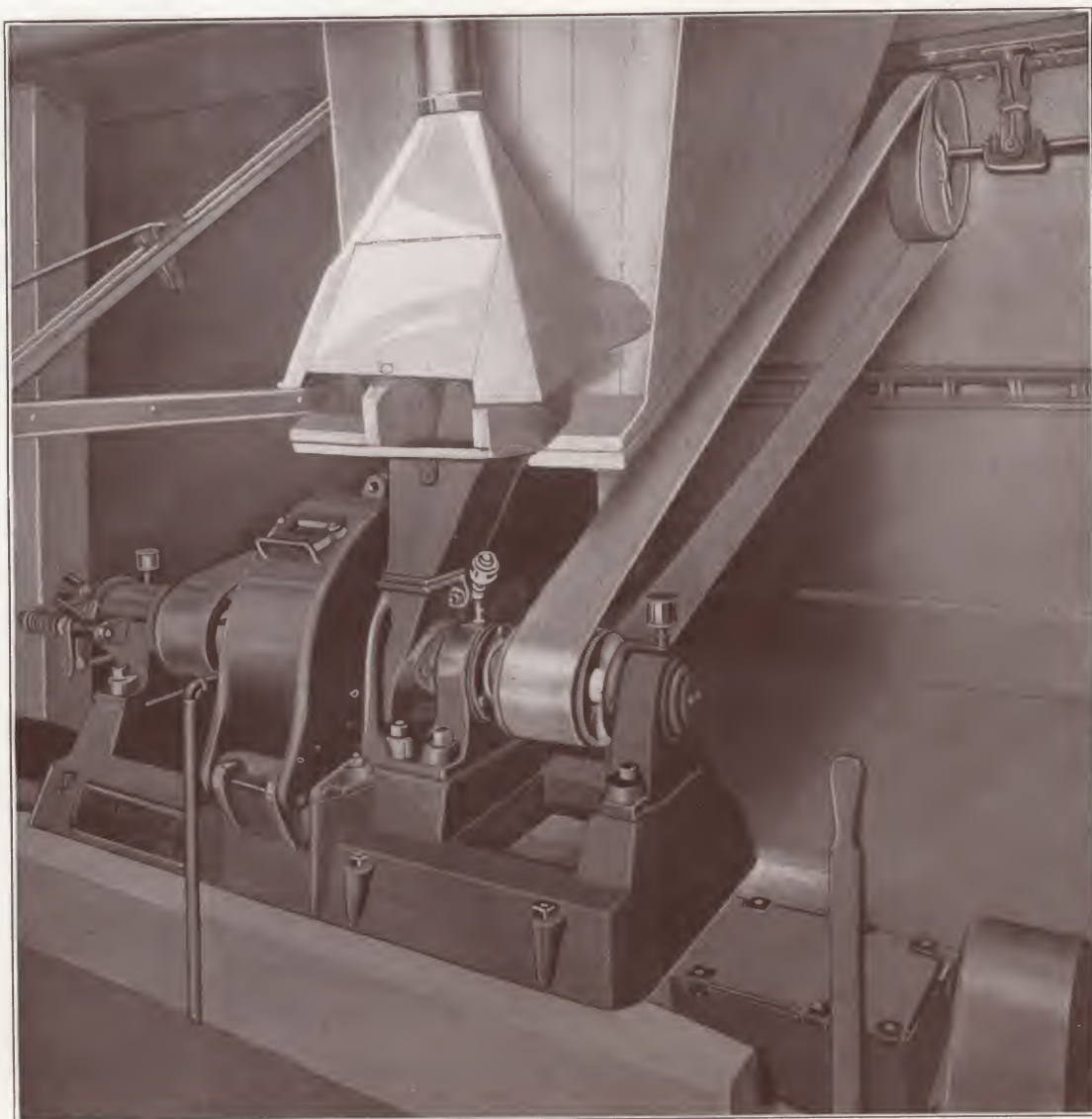


CORRODING CYLINDERS

PULVERIZING UNCORRODED PIG LEAD



ANY small particles of Pig Lead that remain uncorroded in the large cylinders are taken out and put through the special pulverizing mill and ground to a very fine state, then put back into the corroding cylinders to complete its conversion into pure White Lead.



PULVERIZING MILLS

WASHING OUT ACID



AFTER the Pig Lead has been brought to perfection in point of corrosion to White Carbonate of Lead it is carried to the washing apparatus, consisting of a series of drags, floating tubs, centrifugal classifiers, stationary and revolving screens and settling tubs, the White Lead being washed through all this apparatus until perfectly free of acid, and finally reaches the settling tubs shown below, where the water is drawn off.



WASHING TUBS

EXTRA FINE SCREENING OF ELEPHANT WHITE LEAD

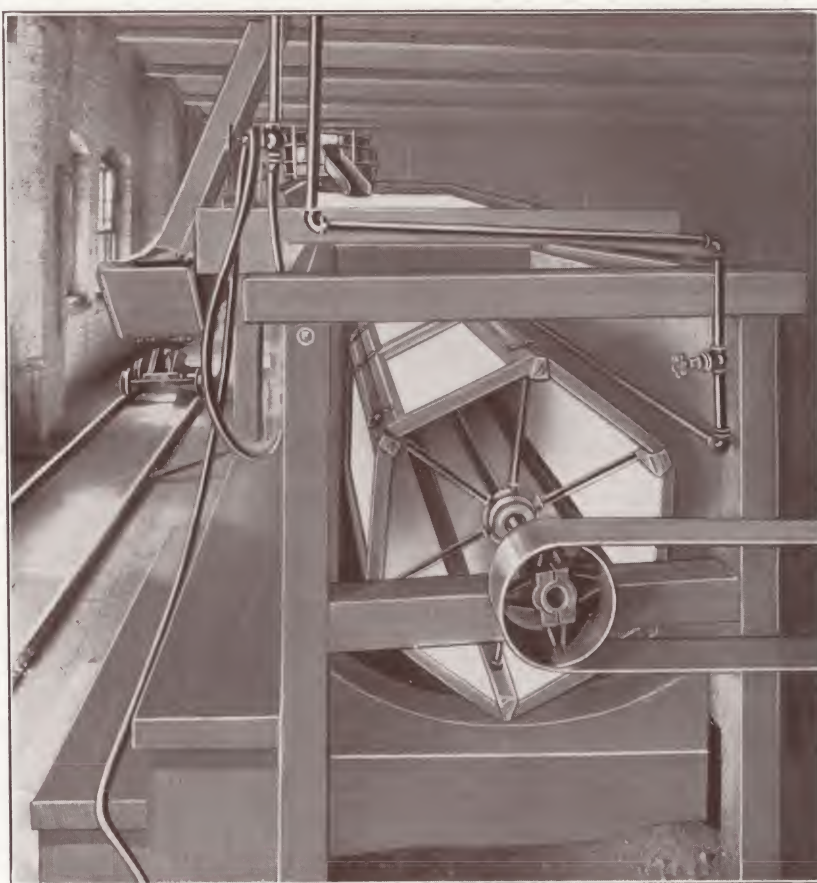


AFTER all the impurities have been washed out of the White Lead and before it reaches the settling tubs shown on the previous page, Genuine Elephant White Lead is screened through a series of silk screens both stationary and revolving, one of which is shown below.

All coarse particles or foreign matter are removed and one reason for the extreme fineness and smooth working of Genuine Elephant White Lead is due to the fact that every particle of this lead must pass through these silk screens which are so fine that there are 24,649 openings to the square inch of silk screening, and Genuine Elephant must pass through three sets of these fine screens.



SILK SCREENING

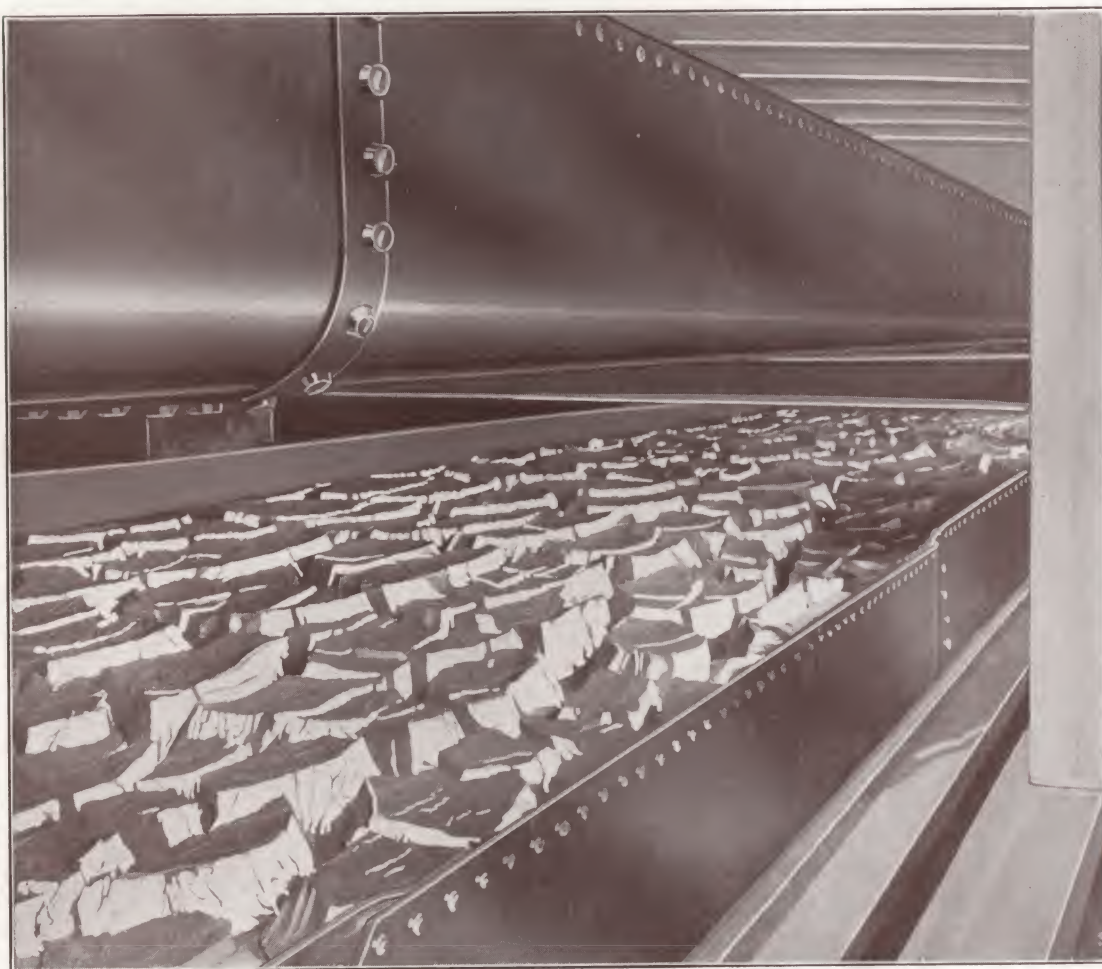


SILK SCREENING ELEPHANT LEAD

DRYING ELEPHANT WHITE LEAD



AFTER Genuine Elephant White Lead has been screened to infinitesimal fineness, it is carried in its paste form to a series of large steam jacketed solid copper drying pans where all moisture is evaporated preparatory to its extra special grinding.



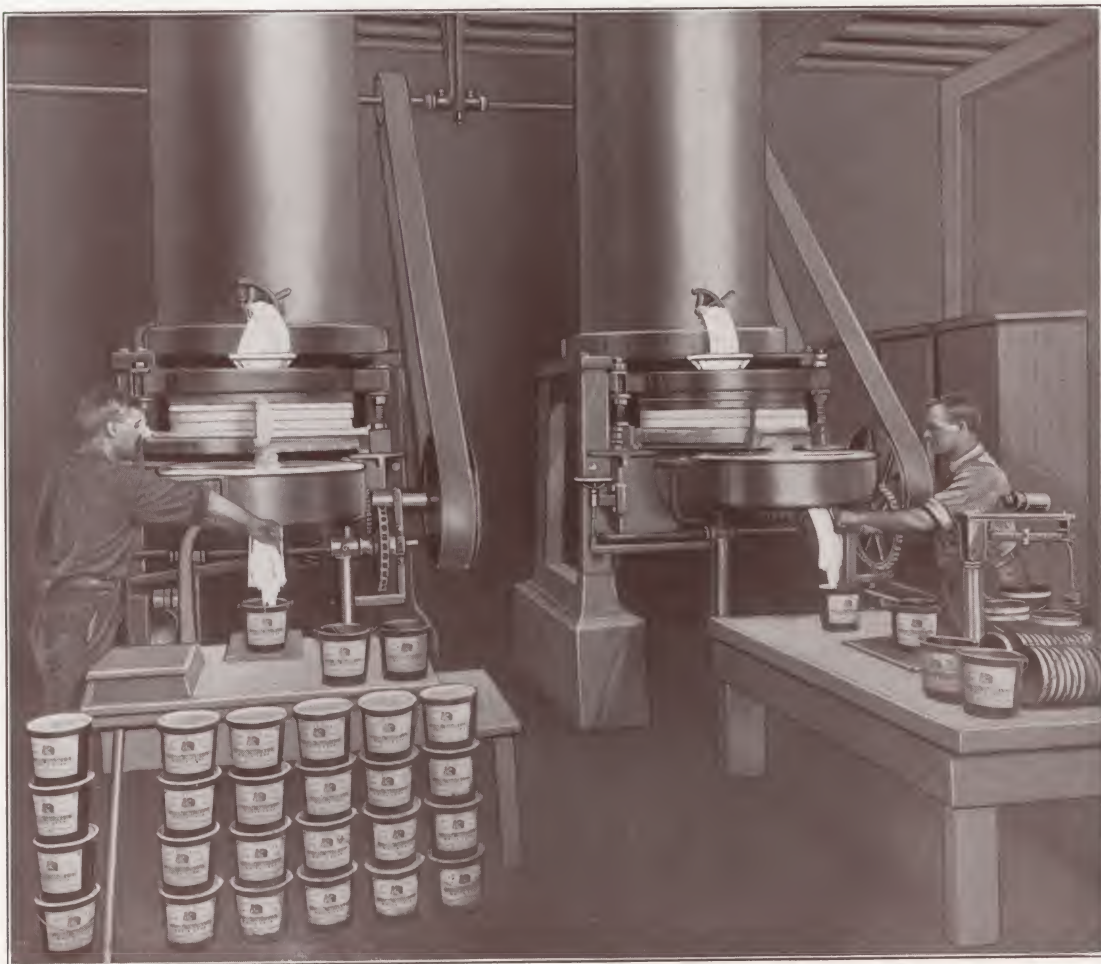
COPPER DRYING PANS

GRINDING AND FILLING ELEPHANT WHITE LEAD



TWO of the special Grinding and Filling Machines are shown below where "Genuine Elephant Pure White Lead" is ground and reground with our own carefully treated and selected Refined Linseed Oil.

The Canada Paint Co. assures absolute purity of Linseed Oil by maintaining a linseed oil plant at Winnipeg, where only the finest selected No. 1 North-Western flax is accepted for crushing and the manufacture of Pure Linseed Oil to be used in "Genuine Elephant Pure White Lead."



GRINDING AND FILLING ELEPHANT WHITE LEAD



POPULARITY

FOLLOWING are just a few of the great many letters constantly being received from Painting Contractors and Decorators from all parts of our vast Dominion. They are an eloquent testimonial to Canada's favorite "Genuine Elephant Pure White Lead."



ELEPHANT BRAND

Strength & Long Life.

The Elephant symbolizes strength and long life in the animal world, just as "ELEPHANT BRAND GENUINE WHITE LEAD" typifies both these qualities in the world of paint.

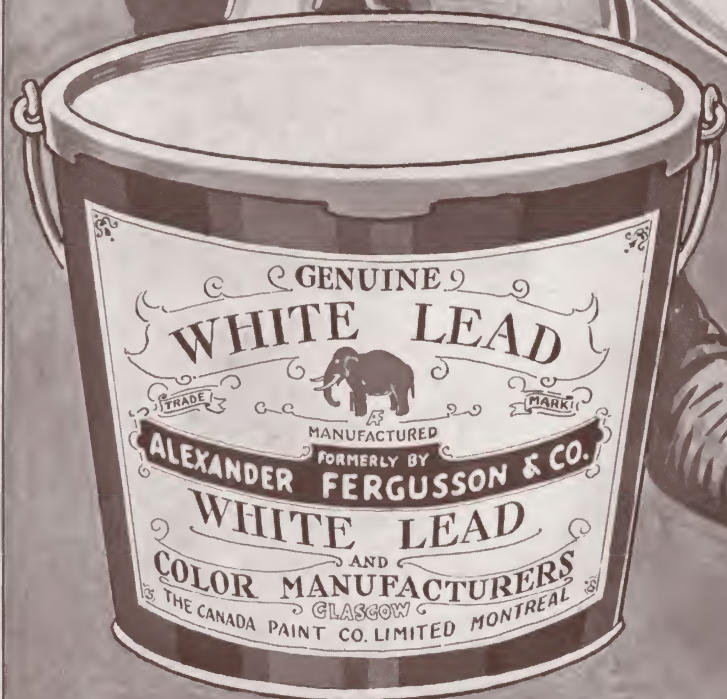
Its beautiful snowy whiteness, its unequalled smoothness of texture, its quality—guaranteed by the Government label on every can—has made ELEPHANT Brand the favorite white lead of the most successful painters in Canada.

Beauty and durability characterize every bit of Genuine Elephant. It has no rival, which explains why men who ask for "ELEPHANT BRAND" won't hear of a substitute.

Made up to the Canada Paint standard which is a definite guarantee of satisfied customers and repeat orders.

THE CANADA PAINT CO.

LIMITED
MONTREAL TORONTO HALIFAX WINNIPEG CALGARY VANCOUVER



WHITE LEAD



What a Leading Contractor Says

ESTABLISHED 1850.

JOSEPH McCausland & Son, Limited.
INTERIOR DECORATORS & CONTRACT PAINTERS.

TELEPHONE ADELAIDE 1574.

11 NELSON STREET,

Toronto,

Nov. 24, 1921

The Canada Paint Co. Ltd.,
Montreal,

Que.

Gentlemen.-

For many years we have used your Elephant Brand White Lead in preference to any other make, notwithstanding its higher cost, and can say without prejudice that we are entirely satisfied with the results obtained.

It is finely ground and pure white. It stands up very well indeed under the extreme temperatures which prevail in this part of the country.

Yours very truly,

JOSEPH McCAUSLAND & SON, LTD.

J. Paris.

Vice-President

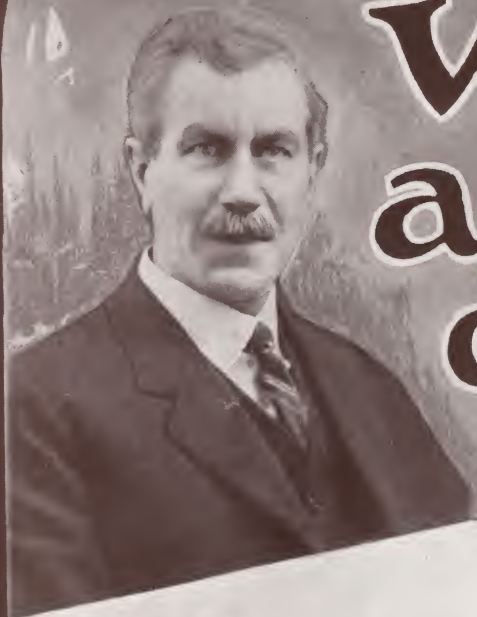


For many years we have used Elephant Brand White Lead in preference to any other make

Some of the Large Contracts completed by J.M^cCausland & Son, Limited, on which "ELEPHANT BRAND" White Lead was used.

Prince Arthur Hotel Port Arthur.
I.O.D.E. Preventorium North Toronto.
Merchants Bank Niagara Falls.
Dominion Bank Head Office Toronto.
Scarboro Golf Club Toronto.
Bank of Montreal Walkerville.
General Hospital (Surgical Wing) Toronto.
Grinnell Co. Ltd. Foundry, Toronto.
Can. Fairbanks Morse, Factory Toronto.
New Union Station, East Wing Toronto.





What — a leading dealer says.

WALL PAPERS

PHONE QUEEN 498
W. J. CARSON
DEALER
PAINTER AND DECORATOR

TE GLASS
OFFICE AND SHOWROOMS
291 LAURIER AVE. WEST

OTTAWA, 19th. December 1921.
CANADA

The Canada Paint Co., Limited,
MONTREAL,
Que.,

Gentlemen; -

A little over thirty years ago the writer started his career as Painter & Decorator. Realizing that the only way to build a successful business, was to first establish a reputation by giving the public the best workmanship possible coupled with the best products obtainable.

My first selection, as to material was "Elephant Brand White Lead" as I considered it at that time stock that could be recommended to my customers and which I could use also with entire satisfaction.

"Elephant Brand White Lead" was then noted for its intensity of whiteness, covering and lasting qualities, making it the most durable lead on the market. What was true of it thirty years ago can be said of it to-day, and I do not hesitate to pronounce "Elephant Brand White Lead" absolutely the best.

Yours very truly,

W. J. Carson

WJC/P.

I do not
hesitate to
pronounce
"Elephant Brand
White Lead"
absolutely
the best



JOHN M. WATT

VICTOR J. BLACKWELL

Matt & Blackwell
MEMBERS ONTARIO ASSOCIATION ARCHITECTS
MEMBERS ROYAL ARCHITECTURAL INSTITUTE

London, Ontario,
January 4th, 1926.

The Canada Paint Co. Ltd.,
572 William Street,
Montreal, Que.

Gentlemen:-

We have been specifying your Genuine Elephant White
Lead for a number of years and are pleased to say
that we have had every satisfaction with it.

Yours very truly,

VJB.W.

A handwritten signature in dark ink, slanted upwards to the right. The signature appears to be 'VJB.W.' with a large, stylized 'V' and 'J'.

HERBERT HORNER ARCHITECT

TORONTO

ONTARIO

73 KING ST. W.

Dec. 18th, 1925.

Canada Paint Company,
572 William St.
Montreal, P.Q.

Dear Sirs:—

Your Elephant White Lead has been used
on a number of important buildings erected under my
supervision, with very satisfactory results.

May I take this opportunity of assuring
you that both myself and clients are well satisfied
with this product.

Yours very truly,

Herbert Horner,

HH/B.

THE WEST FINDS IT THE BEST

SHERLOCK BUILDING

RES. PHONE - 1472
OFFICE PHONE 1752

WELLINGTON BROS.

"THE DECORATORS"

PAPERHANGERS AND PAINTERS

KALSOMINING & DECORATING

ESTIMATES GIVEN

ESTABLISHED 1907

LETHBRIDGE, ALBERTA,

Feb. 28/24.

The Canada Paint Co. Ltd.,
Winnipeg, Man.

Gentlemen:-

During the 32 years we have been in the Painting and Decorating business (in this country and England) we have used a great many different makes of white lead, but believe Elephant White Lead is the best. Due to its fineness it covers extra well and always gives a finished job.

Yours very truly,

WELLINGTON BROS.

Per *[Signature]*

□□□

BEST IN THE WORLD—ALWAYS UNIFORM

Picton, Ont.

April 19, '24

THE CANADA PAINT COMPANY, LIMITED.
Montreal, Que.

Gentlemen,

As you know I am a great believer in your Elephant Genuine White Lead, I felt it my duty to convey to you my personal views towards it.

I have been actually engaged in painting for over twenty years, and to my knowledge there is absolutely no White Lead made in the world equal to your Genuine Elephant Brand. I like it on account of its smoothness and the way it brushes out. I find it the same from the top of the can to the bottom.

I want to assure you that I will use no other brand as long as you continue to produce such wonderful Lead as Elephant Brand. I also find that it will go further than any other Brands of Lead. Thanking you, I remain,

Yours as an Elephant White Lead Booster,

(Sgd.) ALEXANDER TAYLOR

USED GENUINE ELEPHANT OVER 60 YEARS

Letter to Canada Paint Salesman

Madoc, Ontario

Dear Mr. Butcher:

You are still a young man in the paint game, but I want to tell you one thing: you have the best White Lead manufactured to-day. I have used GENUINE ELEPHANT WHITE LEAD for over sixty years and, when I do a house or any work where I use ELEPHANT WHITE LEAD, I take great pride in my work. I cannot speak too highly of your Lead, and will promise you that I will continue to use ELEPHANT WHITE LEAD until I cast aside the brush for good.

I want to wish you good luck, and do not be afraid to push your White Lead.

Yours truly,

JAMES HEYWORTH.

□□□

USED IT IN SCOTLAND

*Best in beauty of finish, best for Canadian
climate and more economical*

Lyn, Ont.

THE CANADA PAINT CO. LIMITED,
572 William Street,
Montreal.

Gentlemen:

Having learned my trade in Glasgow, spending six years at it, having used Alexander Fergusson's Lead in several cities in the Old Country, I was pleased to find the same Lead in Canada, and have used tons of it throughout this country.

Elephant Genuine Pure White Lead means better painting jobs, all-round satisfaction and more work. Superior painters who want a superior product that makes an elastic, durable paint, capable of standing the most trying surface and weather conditions, should insist on the Elephant Genuine White Lead.

Yours very truly,

JOHN SQUARE

PURE COLORS IN OIL



ON FOLLOWING page you will find our color chart showing 21 attractive color shades that can be secured by tinting "Genuine Elephant Pure White Lead" with our Pure Colors in Oil. The actual colors are shown on this chart and it is therefore a valuable selling aid to the contracting painter and decorators.

Our Pure Colors in Oil have for years been acknowledged as Canadian standard for extreme quality in tinting strength and beauty and permanence of color.



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PRESERVATION
TECHNOLOGY,
INTERNATIONAL
www.apti.org

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TECHNOLOGY
HERITAGE
LIBRARY

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From the collection of:
Mike Jackson, FAIA

